



News Release

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Department Supports Web Site Celebrating Public Schools

A Jackson High School group of students sharing black history and culture through songs, skits, poems and readings. An athletic association for alternative education students across the state. A high-tech multimedia program in the rural community of Pinconning.

Learn about these public school programs and hundreds more at mipublicschools.org, a new Web site launched this week by several public education groups. Designed for parents, educators and the general public, the site features good news stories about public education, provides links to quality education resources and hosts a database of award-winning public school programs.

"MEAP scores alone don't tell the whole story about the great work that public schools do," says Chuck Anderson, executive director of the Michigan Education Association. "There are hundreds of success stories that don't get media attention and aren't represented in a collection of test scores. We can now tell those stories to parents, business leaders and politicians through mipublicschools.org."

The site is sponsored by the Michigan Education Association (MEA), the Michigan Department of Education (MDE) and the Michigan School Public Relations Association (MSPRA). Also supporting the effort are the Michigan Association of School Boards, the Michigan Association of Secondary School Principals and the Michigan Association of School Administrators.

"Traditional public schools need to do a better job marketing themselves," said Ron Koehler, MSPRA president. "This Web site gives us the opportunity to show people the successes of our public schools."

The website - mipublicschools.org - is the latest work of the "Learn Today...Lead Tomorrow. Public Schools Work!" collaborative public relations campaign sponsored by MEA, MDE and MSPRA. The campaign has put billboards, radio ads and other materials in the hands of school officials across the state in an effort to create a unified message about public education.

"Too often, those of us in public education discard our differences and unite only when we face an immediate threat," said Superintendent of Public Instruction Tom Watkins. "The 'Learn Today...Lead Tomorrow' campaign and the mipublicschools.org web site are two examples of how members of Michigan's public school community are standing together to celebrate our public schools."

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